



SPRING 2020

DVSSHOOES.COM

DVS SHOE COMPANY

MISSION STATEMENT

DVS SHOES, FOUNDED IN 1995, IS A GLOBAL FOOTWEAR COMPANY DEDICATED TO INSPIRING YOUNG AND OLD TO ALWAYS PUSH FORWARD. WITH A FOCUS ON ORIGINALITY, QUALITY AND INNOVATION, WE DESIGN A DIVERSE RANGE OF PERFORMANCE AND LIFESTYLE FOOTWEAR CREATED FOR THOSE WHO SHARE OUR PASSION FOR ALL THINGS ACTION SPORTS, MUSIC, ART AND LIFE. FOLLOW OUR STORY AND FAMILY OF BRAND AMBASSADORS ON SOCIAL MEDIA: @DVSSHOES ON INSTAGRAM, FACEBOOK AND TWITTER.

LA FAMILIA

GREG LUTZKA • CODY MCENTIRE • DAVE BACHINSKY
TORY GRANT • CHRIS MASSIE • DANIEL YAEGER • ANGEL MUNOZ
JEFF DECHESARE • ANDREW JIMENEZ • JACOB WALDER
BUZZ HOLBROOK • JASON ANDERSON • SCOTT MARTIN • TOM PARSONS
RICKY G • TYLER VALENTINE • DYLAN STARK

#ALLINGOODFUN



DVS

THROUGH THE YEARS

IN HONOR OF 25 YEARS OF BRANDED EXCELLENCE - A TRIP DOWN MEMORY LANE WITH JUST SOME OF THE ATHLETES, MOMENTS AND SHOES THAT HAVE DEFINED ONE OF THE MOST RAD, AUTHENTIC, OG BRANDS TO HAVE EVER LACED THEM UP. THANKS TO ALL WHO HAVE BEEN A PART OF AND CHAMPIONED DVS OVER THESE MANY YEARS. WITHOUT YOU AND YOUR SUPPORT, NONE OF THIS IS POSSIBLE. HERE'S TO 25 MORE!...VIVA LA DVS!

TIM GAVIN
EARLY DAYS

2002
MIKE METZGER
1ST BACKFLIP

2006
PHOTOGRAPHER
SERIES

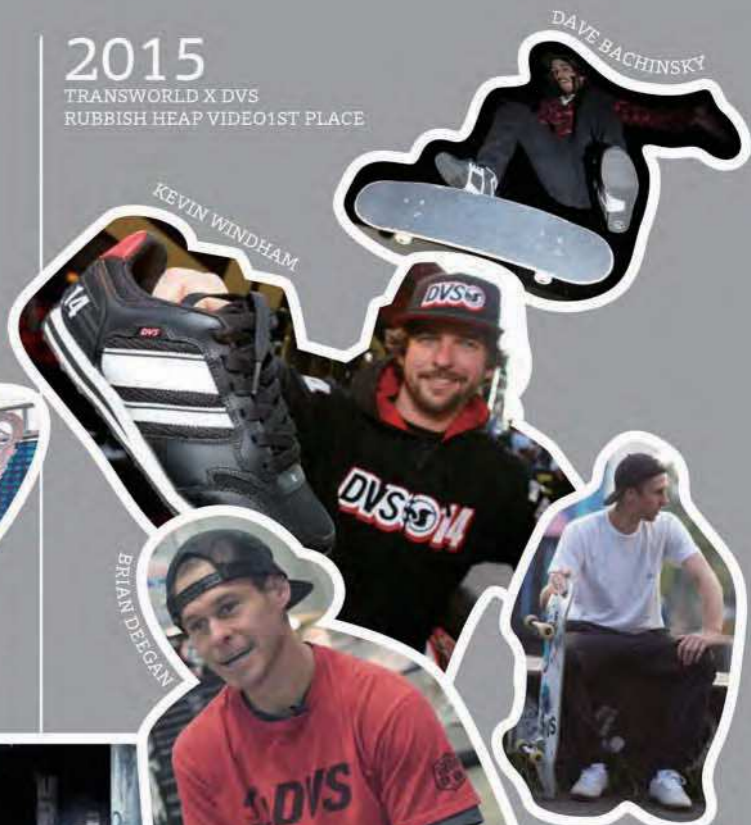
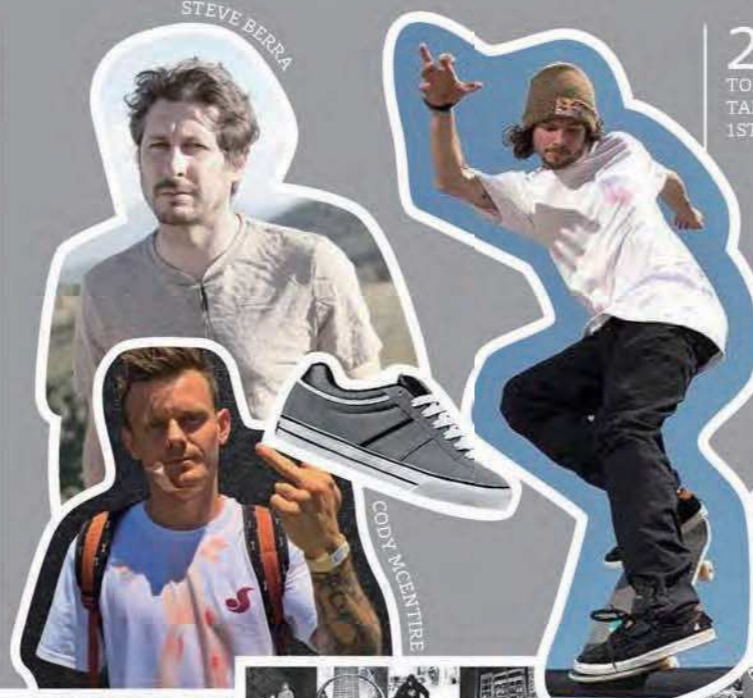
STEVE BERRA

2012
TOREY PUDWILL
TAMPA PRO STREET
1ST PLACE

GREG LUTZKA

2015
TRANSWORLD X DVS
RUBBISH HEAP VIDEO 1ST PLACE

DAVE BACHINSKI



KEENAN MILTON
1974-2001

2005
SKATE MORE
VIDEO

2006
DAEWON SONG
THRASHER SKATER OF THE YEAR

JERON WILSON

KERRY GETZ

2010
COPENHAGEN
PRO CONTEST

JASON DILL

2014
TEAM RIDER
PHOTO

DANIEL CASTILLO

JEROME ROGERS

WALKER RYAN

DEVIOUS

**NEW
MODEL**



WHITE GREY
BLACK NUBUCK
DVF0000326100



CHARCOAL BLACK
RED NUBUCK
DVF0000326021

BlackKillac
+
DVS

CHARCOAL BLACK
TURQ NUBUCK
DVF0000326020

THE DEVIOUS IS A MODERN DAY SKATE SHOE THAT PAYS TRIBUTE TO THE PAST. THE DURABLE RUBBER OUTSOLE WITH ITS' BLOCKED, UNDULATING DESIGN IS REMINISCENT OF OG STYLING BUT BUILT WITH OUR FLEX FEEL TECHNOLOGY, MAKING IT MORE LIGHTWEIGHT, FLEXIBLE AND EXTREMELY DURABLE. THE UPPER IS A COMBINATION OF SUEDE WITH PROGRESSIVE NYLONS AND MESH. MOLDED EYEROW PIECES ADD TO THE DURABILITY AND RETRO-MOD AESTHETIC. PADDING IS SLIM AND MODERN FOR GREATER BOARD AWARENESS AND OUR HEAVY DUTY MAX LACE TECHNOLOGY PROMOTES EXTENDED LACE LIFE. ENERGY FIT TECHNOLOGY SECURES THE FOOT AND OF COURSE, ANY NEW DVS SHOE ISN'T COMPLETED WITHOUT THE ULTRA-COMFY VAPORCELL + INSOLE, THAT OFFERS SECOND TO NONE CUSHIONING AND ALL DAY COMFORT.



COMANCHE 2.0+



DAVE BACHINSKY COMANCHE 2.0+

BLACK GREY
NUBUCK
DVF0000323005

OUR HERITAGE DESIGN REIMAGINED IN A SLEEKER PERFORMANCE SILHOUETTE. MOLDED RUBBER DOUBLE CUP OUTSOLE FOR EXTENDED WEAR WITH A LIGHTWEIGHT VAPORCELL MIDSOLE FOR CUSHIONED PERFORMANCE. MOLDED VAPORCELL+ CUP SOCK FOR SUPERIOR COMFORT AND IMPACT RESISTANCE. ENERGY FIT TONGUE FOR SERIOUS LOCK DOWN AND MAX LACE PROVIDES EXTENDED WEAR. LEATHER AND PU UPPER MATERIALS.



WHITE GREY
NAVY NUBUCK
DVF0000323100



WHITE GREY
NUBUCK
DVF0000323102

ODAK PORTRA 400

53



RICO CT



BLACK BLACK CANVAS
DVF0000142975



CHARCOAL GREY BLACK CANVAS
DVF0000142035



WHITE WHITE GUM CANVAS
DVF0000142104

BlackKillac

BLACKKILLAC

RICO CT

BLACK WHITE PRINT CANVAS
DVF0000142978

WE TEAMED UP WITH BLACKKILLAC TO ADD FLAIR TO THIS CLASSIC STYLE. DECONSTRUCTED UPPER DESIGN ALLOWS FOR FORM FITTING COMFORT. NON-SLIP VUCLANIZED OUTSOLE WITH FLEX FEEL TECHNOLOGY FOR ULTIMATE GRIP AND FLEXIBILITY. VEGAN UPPERS IN ALL CANVAS.

AVERSA+



AVERSA +

BLACK GOLD
WHITE SUEDE
DVF0000303005

THIS PERFORMANCE, VULCANIZED CONSTRUCTION IS DESIGNED WITH SUEDE AND BALLISTIC CANVAS UPPERS, ALONG WITH OUR MAX LACE FOR ENHANCED, OVERALL DURABILITY. FLEX FEEL MIDSOLE TECHNOLOGY OFFERS ULTIMATE BOARD FEEL, ENERGY FIT TONGUE FOR STABILITY AND OUR VAPORCELL LS SOCK PROVIDES RELAXED COMFORT THAT COMBINES TO CREATE THE PERFECT, CORE SKATE SHOE.



BLACK GUM
RED SUEDE
DVF0000303006



CODY MCENTIRE
CODY MCENTIRE
CODY MCENTIRE

LUTZKA+



GREG LUTZKA

LUTZKA+

NAVY WHITE
SUEDE
DVF0000324400

SLEEK CUP SOLE DESIGN THAT IS GREG LUTZKA APPROVED! TRIPLE STITCH ONE PIECE VAMP PREVENTS BLOW OUTS. REINFORCED EYEROW FOR ENHANCED DURABILITY. VAPORCELL+ INSOLE PROVIDES SUPERIOR COMFORT AND CUSHIONING. NEW MAX LACE FOR EXTENDED WEAR.



CHARCOAL GREY
GOLD SUEDE
DVF0000324020



SPRING
PACK



REVIVAL 2



**BACK BY
DEMAND**



**BLACK BLACK
NUBUCK**
DVF0000261004

REVIVAL 2

WHITE WHITE
LEATHER
DVF0000261112

CLEAN, CLASSIC SKATE SHOE. THE ABRASION RESISTANT RUBBER CUP SOLE PROVIDES ENHANCED DURABILITY WITH A HERRINGBONE TREAD FOR MAXIMUM GRIP. THE REVIVAL 2 COMES IN LEATHER UPPERS WITH A MOLDED EVA FOOTBED FOR A COMFORTABLE, SMOOTH RIDE. THE ICONIC BLUCHER TOE DESIGN ALONG WITH A REINFORCED UPPER AND PADDING, COMBINE TO CREATE A SHOE THAT'S NEVER OUT OF STYLE.

APPAREL

T-SHIRTS



DVS EST 95 TEE - WHITE/BLACK
DVA0000503100



DVS EST 95 TEE - BLACK/WHITE
DVA0000503001

SOCKS



DVS STRIPE SOCK - WHITE/BLACK
DVA0000504-100



DVS STRIPE SOCK - BLACK/WHITE
DVA0000504-001

SNAPBACKS



TRADE - BLACK/BLACK/WHITE
DVS-JV050619-A



RETRO - NAVY
DVS-JV050619-E



RETRO - GRAY HEATHER TWILL
DVS-JV050619-F



CORE - BLACK/BLACK
DVS-JV050619-L



MARKETING INITIATIVES SP20



25TH YEAR ANNIVERSARY

CELEBRATING 25 YEARS OF DVS AND OG HERITAGE IS OUR OVERARCHING THEME FOR ALL OF 2020. INTEGRATES WITH MOST INITIATIVES FOR THE SEASON.



JASON ANDERSON / COMANCHE

EL HOMBRE RETURNS! JOIN US IN WELCOMING BACK JASON ANDERSON - WORLD CHAMPION SUPER CROSS RIDER AND BELOVED MOTO PERSONALITY TO LA FAMILIA.



DEVIOUS

AN ABSOLUTE KILLER NEW LOOK THAT FOLDS TIME AND SPACE BETWEEN WHAT WAS AND WHAT IS NOW. HINTS OF HERITAGE BUT THERE'S NOTHING BUT FRESH, PROGRESSIVE DESIGN AT THE CORE OF THIS CREATION. SOOO....GOOD!"



FLASH PACK

HELP CELEBRATE THE 25TH ANNIVERSARY W/ OUR REFLECTIVE, SILVER EDITION FLASH PACK. HESE LOOKS ARE.....ELECTRIC!



DAVE BACHINSKY / COMANCHE 2.0

WELCOME DAVE TO THE DVS FAMILY. RAD SKATER AND EVEN RADDER HUMAN! DAVE DEBUTES W/ THE COMANCHE 2.0 - THE FUTURE OF SKATE.



SPRING PACK

SATISFY YOUR NEED FOR STEEZE W/ THESE FRESH AND CLEAN STYLES FOR YOUR NEXT PARTY, CONCERT OR SESSION.



GREG LUTZKA / LUTZKA+

GREG IS A LEGEND. WE IN THE DVS FAMILY ARE FORTUNATE TO HAVE SUCH AN ACCOMPLISHED, SKATE ICON AS OUR BRAND AMBASSADOR. CHECK THE FRESH COLORS FOR SPRING.



BLACK PACK

CORE, CORE, CORE. SAY NO MORE!



BLOCK PACK

WHETHER YOU'RE RELIVING THE OLD DAYS OR EXPERIENCING FOR THE FIRST TIME, BLOCKING IS BACK, BABY! THESE REINVENTED STYLES ARE DONE W/ SERIOUS TASTE AND CLASS. BUY SOME!



STASH POCKET

CASH, KEYS AND STEEZE! WHO NEEDS A WALLET WHEN YOU GOT OUR SUPER FLY STASH POCKET?



BLACKILLAC

STOKED TO BE TEAMED UP WITH BLACKILLAC, THE SUPER DOPE DUO, FROM TEXAS. THEY'RE SUPER LIVE AND THEY ROCK THE MIC RIGHT! THEY'VE BEEN GREAT CHAMPIONS OF THE DVS BRAND AND WE'RE HAPPY TO FEATURE 2 COLLAB COLORS FOR SPRING- RICO CT AND THE NEW DEVIOUS, PERFORMANCE SKATE STYLE. THIS ISH IS HOT IN THE STREETS!

OVERVIEW

DEVIOUS



**CHARCOAL BLACK
TURQ NUBUCK**
DVF0000326020



**CHARCOAL BLACK
RED NUBUCK**
DVF0000326021



**WHITE GREY
BLACK NUBUCK**
DVF0000326100

COMANCHE



**BLACK
WHITE NUBUCK**
DVF000029972



**BLACK REFLECTIVE
CHARCOAL TEXTILE**
DVF0000029985



**BLACK CHARCOAL
RED NUBUCK**
DVF000029987



**BLACK CAMO
NUBUCK**
DVF000029983



**CHARCOAL WHITE
RED NUBUCK**
DVF000029064

COMANCHE 2.0+



**BLACK GREY
NUBUCK**
DVF0000323005



**WHITE GREY
NAVY NUBUCK**
DVF0000323100



**WHITE GREY
GUM NUBUCK**
DVF0000323102

CELSIUS



**BLACK CHARCOAL
RED NUBUCK**
DVF0000233961



**BLACK CHARCOAL
WHITE TURQUOISE NUBUCK**
DVF0000233960



**BLACK BLACK
LEATHER**
DVF0000233019

ENDURO 125



**BLACK GREY
WHITE NUBUCK**
DVF0000278018



**BLACK CHARCOAL
CAMO NUBUCK**
DVF0000278014



**BLACK REFLECTIVE
GUM SUEDE**
DVF0000278019



**WHITE REFLECTIVE
GUM NUBUCK**
DVF0000278103

ENDURO HEIR



**BLACK BLACK
LEATHER**
DVF000056982



**WHITE
GUM NUBUCK**
DVF000056112

MILITIA SNOW



**CHAMOIS
BLACK NUBUCK**
DVF0000110263

MILITIA CT



**BLACK CHARCOAL
LEATHER**
DVF0000222965



**BLACK
CAMO NUBUCK**
DVF0000222964

RICO CT



**BLACK WHITE
PRINT CANVAS**
DVF0000142978



BLACK BLACK CANVAS
DVF0000142975



**CHARCOAL GREY BLACK
CANVAS**
DVF0000142035



WHITE WHITE GUM CANVAS
DVF0000142104

AVERSA +



**BLACK GOLD
WHITE SUEDE**
DVF0000303005



**BLACK GUM
RED SUEDE**
DVF0000303006

LUTZKA +



**CHARCOAL GREY
GOLD SUEDE**
DVF0000324020



**NAVY WHITE
SUEDE**
DVF0000324400



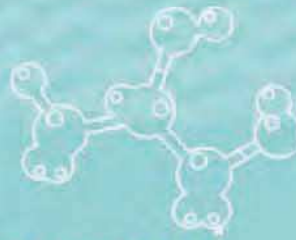
**WHITE WHITE
LEATHER**
DVF0000261112



**BLACK BLACK
NUBUCK**
DVF0000261004



TECHNOLOGY



VAPORCELL

Made from a pure form of EVA, called TPE. This lightweight compound was originally developed by NASA, reengineered and brought into our VaporCell tooling. These midsoles offer state of the art energy return and durable cushioning, at the highest level.

VAPORCELL+

Made from our specially formulated TPE, this molded footbed provides state of the art energy return and ultimate cushioning. Super lightweight and incredibly soft, combined with a PU heel insert, our footbed provides superior comfort that is second to none.

ENERGY FIT

Energy Fit is designed to provide consistent tongue alignment with a lockdown fit. Dual Energy gore connects the tongue to the outsole to keep the tongue cinched and straight.

ISOWELD

Isoweld Technology combines seamless support, durability, and breathability without the use of traditional stitching. Applied to key zones of selected shoes, this unique construction fuses multiple layers using our proprietary welding process, creating a durable bond between materials.

VEGAN

All of our DVS styles denoted as Vegan are manufactured without any animal ingredients or byproducts and can be worn with a clean conscience if cruelty-free is your priority in footwear.

FLEXFEEL

Provides skaters with the ultimate board feel and control. Designed with thin, yet braced and durable sidewalls, this design technology utilizes a honeycombed midsole to offer an unparalleled, lightweight, skating experience – Like wearing nothing at all.



Nobody has time for cold feet. This is why select DVS styles feature a specially designed thermal lining to insulate your foot in warmth. Look for this icon on footwear that is created for cold-weather comfort.

HEEL LOCK

Performance grade foam padding is ergonomically formed to fit the natural dip and shape of the heel, creating a lock down effect that prevents heel slip and promotes a much more stable ride.

MAXLACE

Infused with high abrasion ballistic fabric, this performance lace is super durable and built to last longer than the other guys.



Select models in the elevation category feature weather resistant materials and constructions to help keep your feet dry and comfortable when exposed to mild precipitation. This is achieved by utilizing coatings and/or linings that are designed to repel the elements.



Weather protective tongue gussets help prevent snow and water from entering the shoe. This keeps cold weather outside giving your feet more warmth and protection.



"Cold Grip Technology" is a rubber compound which was designed by our team of engineers to increase traction in harsh climate conditions.

